AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-93. (Canceled)

94.   (New) A system for presenting customized information at an electronic commerce site, comprising:

a database in a computer system storing information relating to products offered by a vendor at an electronic commerce site;

an administrative application that executes on a computer to provide an administrator with an interface to view said information relating to said products and to store in said database configuration data that defines a custom store having at least one of a restricted set of said products and non-standard pricing for said products; and

a custom store application that executes on a computer and that examines a referrer header field in an HTTP request from a customer for access to said electronic commerce site to determine whether said referrer field indicates that said customer request originated from a predetermined host and, if the referrer field indicates that the request originated from said predetermined host, generates and causes to be displayed a custom store page from said vendor's electronic commerce site that contains the restricted set of said products and/or the non-standard pricing

for said products defined by configuration data associated with said predetermined host.

95.   (New) The system of claim 94, wherein said database stores standard prices for said products and said configuration data includes discount pricing information, and wherein said custom store application automatically calculates discounted prices from said stored standard prices for display on said custom store page.

96.   (New) The system of claim 94 wherein said database stores configuration data for a plurality of different custom stores, and wherein said custom store application selects configuration data that is associated with said predetermined host to generate and return said custom store page.

97.   (New) The system of claim 96 wherein said request includes an identification of the custom store to be selected.

98.   (New) The system of claim 97 wherein said identification is contained in said referrer header field of the request.

99.   (New) A system for presenting customized information at an electronic commerce site, comprising:

a database in a computer system storing information relating to products offered by a vendor at an electronic commerce site;

an administrative application that executes on a computer to provide an
administrator with an interface to view said information relating to said products and
to store in said database configuration data that defines a custom store having at
least one of a restricted set of said products and non-standard pricing for said
products;

a custom store application that executes on a computer and that is responsive
to a request for access to said electronic commerce site that designates a custom
store, for generating and causing to be displayed a custom store page from said
vendor's electronic commerce site that contains the restricted set of said products
and/or the non-standard pricing for said products defined by said configuration data;
and

a reconciliation application that determines whether said configuration data
includes information relating to products that are no longer available from said
vendor, and provides notification to the administrator if such information is included
in the configuration data.

100.   (New) The system of claim 99, wherein said database stores standard
prices for said products and said configuration data includes discount pricing
information, and wherein said custom store application automatically calculates
discounted prices from said stored standard prices for display on said custom store
page.

101.   (New) The system of claim 99 wherein said database stores
configuration data for a plurality of different custom stores, and wherein said custom

store application selects configuration data that is associated with said

predetermined host to generate and return said custom store page.

102.   (New) The system of claim 101 wherein said request is an HTTP

request that includes an identification of the custom store to be selected in a referrer

header field.

103.   (New) A method for presenting customized information at an electronic

commerce site, comprising the following steps:

storing information in a computer database relating to products offered by a

vendor at an electronic commerce site;

displaying said information relating to said products on a computer interface;

storing via said interface, configuration data in said database that defines a

custom store having at least one of a restricted set of said products and non-

standard pricing for said products; and

in response to an HTTP request for access to said electronic commerce site,

determining whether a referrer header field of said request indicates that said

request originated from a predetermined host and, if the referrer field indicates that

the request originated from said predetermined host, generating and causing to be

displayed a custom store page from said vendor's electronic commerce site that

contains the restricted set of said products and/or the non-standard pricing for said

products defined by configuration data associated with said predetermined host

104. (New) The method of claim 103, wherein said database stores standard prices for said products and said configuration data includes discount pricing information, and further including the step of automatically calculating discounted prices from said stored standard prices for display on said custom store page.

105. (New) The method of claim 103 wherein said database stores configuration data for a plurality of different custom stores, and further including the step of selecting configuration data that is associated with said predetermined host to generate and return said custom store page.

106. (New) The method of claim 105 wherein said request includes an identification of the custom store to be selected.

107. (New) The method of claim 106 wherein said identification is contained in said referrer header field of the request.

108. (New) A method for presenting customized information at an electronic commerce site, comprising the following steps:

storing information in a computer database relating to products offered by a vendor at an electronic commerce site;

displaying said information relating to said products on a computer interface;

storing via said interface, configuration data in said database that defines a

custom store having at least one of a restricted set of said products and non-

standard pricing for said products;

in response to a request for access to said electronic commerce site,

determining whether said request designates a custom store, and generating and

causing to be displayed a custom s tore page from said vendor's electronic

commerce site that contains the restricted set of said products and/or the non-

standard pricing for said products defined by said configuration data; and

determining whether said configuration data includes information relating to

products that are no longer offered by said vendor, and providing notification via said

interface if such information is included in the configuration data.

109.   (New) The method of claim 108, wherein said database stores

standard prices for said products and said configuration data includes discount

pricing information, and further including the step of automatically calculating

discounted prices from said stored standard prices for display on said custom store

page.

110.   (New) The method of claim 108 wherein said database stores

configuration data for a plurality of different custom stores , and further including the

step of selecting configuration data that is associated with said predetermined host

to generate and return said custom store page.

111.　(New)　The method of claim 110 wherein said request is an HTTP request that includes an identification of the custom store to be selected in a referrer header field.